

Experimentally Manipulated Variable

- Gender – Male
- Gender – Female
- Race – White
- Race – Black
- Race – Hispanic
- Religion – None
- Religion – Protestant
- Religion – Catholic
- Religion – Evangelical Protestant
- Endorsements – Major area newspapers
- Endorsements – Reproductive rights groups
- Endorsements – Civil rights groups
- Endorsements – Environmental groups
- Endorsements – Gun control groups
- Endorsements – Labor unions
- Endorsements – Veterans groups
- Endorsements – Business groups
- Endorsements – Tax reform groups
- Endorsements – Energy groups
- Endorsements – Gun rights groups
- Endorsements – Christian groups
- Endorsements – Tea Party groups
- Issue – Promote expanding free trade agreements
- Issue – Defend the rights of LGBT individuals
- Issue – Expand government and unemployment assistance for those in need
- Issue – Provide a path to citizenship for undocumented immigrants
- Issue – Protect a woman's right to choose
- Issue – Raise taxes on those making more than \$250,000 a year
- Issue – Regulate CO2 emissions to combat global warming
- Issue – Reform policing and stop racial profiling
- Issue – Reduce the size of military and number of military bases
- Issue – Strengthen gun control through commonsense restrictions
- Issue – Protect jobs and industry from unfair foreign trade
- Issue – Prevent and prosecute abuse of government assistance programs
- Issue – Toughen sentences and penalties for criminals
- Issue – Expand domestic oil and gas production through drilling
- Issue – Cut taxes on income and capital gains for all
- Issue – Strengthen border security to stop illegal immigration
- Issue – Strengthen our military and national defense
- Issue – Protect gun owners' rights to defend themselves and others
- Issue – Protect the lives of the unborn
- Issue – Defend traditional marriage and religious beliefs

Consistency

- I. High Sophisticated Democrat (N=787)
- I. High Sophisticated Republican (N=567)
- II. Med Sophisticated Democrat (N=401)
- II. Med Sophisticated Republican (N=385)

